

A comic strip to be part of dessert history

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A comic strip to enter biscuit history books. A unique competition launched by Lazzaroni, the famous company that, up to some years ago, was based in Saronno and that today has a production site in Lainate.

A competition that is collecting hundreds of approvals on Facebook and that includes the competition of 10 “paintings” from the Milan “Scuola del Fumetto” (Comic School) young artists.

Paintings are voted with a normal social network “like”, cartoons that are travelling all around the net and that will be clickable until 31st March. The winner, that is the cartoon with the most “likes”, will be printed on one of Lazzaroni’s historical biscuits tins. It is a way to be part of history, considering that the tins are collectible objects, not to mention that one of them was even used in a Harry Potter film.

“Sweet Comics” is the first competition to focus on desserts in comic strips, organised by Lazzaroni, in collaboration with Milano “Scuola del Fumetto”. “It comes from the Lainate company’s desire to approach an artistic, young, accessible and easily understandable art form like comics to the elite and niche world of confectionery biscuits” explains the company. “In September, Lazzaroni involved more than 50 students in the creation of comics freely inspired by the history of the company or of its products. Among the realised works, Lazzaroni selected the top 10 to exhibit during the exhibition, but only one will be chosen in order to appear on a very exclusive Lazzaroni tin “Limited Edition Sweet Comics” produced in only 2012 pieces.”

How will they choose the winning comics? Exhibition visitors can vote on Lazzaroni’s Facebook page where, in a “virtual art gallery”, they can see all the exhibited works and, exactly as they were inside the museum, they can vote for their favourite comics. 31st March 2012, the comics with the most votes will be awarded, among those obtained on Facebook and those of the exhibition that took place in Milano during Christmas holidays.

Additionally, a special prize will be given to those who have voted on Facebook: Lazzaroni will decide by lot a lucky person who will win a rich supply of Lazzaroni’s products.

“We want to approach the traditional assorted confectionery tins world and the artistic culture of the young contemporary” Roberto Gusmaroli, Lazzaroni’s General Director says. “We believe having made it completely, both with new ‘Comics’ tins, coloured and modern, newly released, that with the “Sweet Comics” initiative, involve young artists from the comic book school, so important and always up to date”. “As soon as Lazzaroni proposed this initiative to the school” tells Giuseppe Calzatori, Director of the Comic Book School of Milan “I decided to participate straight away. Finally, an historical company, known for many years all over the world, proposing an intelligent initiative that gives a possibility to the school students to participate and that has made me understand that Lazzaroni is an up-to-date company that is focused on evolving its own image in a modern society that is always evolving.”

- Francesco Trivella “I Piccoli Grandi” (The Little Big): Catania
- Caterina Scaramellini “Briciole di bontà” (Crumbs of kindness)
- il bambino e il pettirosso” (The child and the robin): Chiavenna (Sondrio Province)
- Tanita Aceto “Dolci Ricordi” (Sweet Memories): Como
- Carolina Livio “Il Club dei biscotti” (The Biscuit Club): Capiago Intimiano (Como Province)
- Fabio De Paolis “Irresistibili” (Irresistible): Lecce
- Andrea Benelle “Lazzaroni ti colora la giornata” (Lazzaroni colours your day): Ilmbiate (Monza Brianza Province)
- Lorenzo Premuroso “Sogni” (Dreams): Vedano al Lambro (Monza Brianza Province)
- Paolo Crespi “La forza della passione” (The strength of passion): Inveruno (Milano Province)

– Antonio Manzo “Momenti da favola” (Fairy tale moments): Milano

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